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U.S. Patent Application No.: 10/700,837 Confirmation No.: 5781
Application of: Yasnovsky et al. Art Unit: 3622
Filed: November 3, 2003 Examiner: To be determined
For: SELF-SERVICE PLATFORM FOR Attorney Docket No.: 649388-999004
SELLING ADVERTISING (formerly 23867-08200)

Message

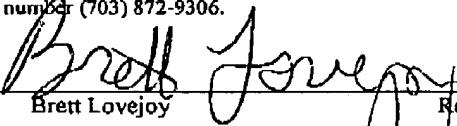
OFFICIAL FILING

Transmitted herewith are the following documents relating to the above-identified patent application:

1. Revocation and Power of Attorney - 2 pages; and
2. Assignment, executed - 3 pages.

CERTIFICATION OF FACSIMILE TRANSMISSION UNDER 37 C.F.R. 1.8(a)

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OFFICIAL

REVOCATION AND POWER OF ATTORNEY

Commissioner for Patents
 P.O. Box 1450
 Alexandria, VA 22313-1450

Sir:

Yahoo! Inc., assignee, hereby revokes any and all previous powers and appoints:

 Practitioners at Customer Number 20583

as its attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith.

Please direct all correspondence address for the above-identified application to:

 The above mentioned Customer Number. Practitioners at Customer Number 20583 Firm or Individual Name:Address: Jones Day, 222 East 41st Street, New York, New York 10017

Telephone: (212) 326-3939

Yahoo! Inc. is the:

Applicant/Inventor
 Assignee of record of the entire interest. See 37 CFR 3.71.
(Statement under 37 CFR 3.73(b) is applicable)

Statement Under 37 C.F.R. 3.73(b)

Yahoo! Inc. states that it is:

the assignee of the entire right, title, and interest; or
 an assignee of less than the entire right, title and interest.
 The extent (by, percentage) of its ownership interest is %

in the patent application/patent identified above by virtue of either:

An assignment from the inventor(s) of the patent application/patent identified above.
 A copy thereof is attached hereto.

Serial No. 10/700,837

JONES DAY DOCKET NO. 649388-999004

OR

A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

1. From: To:

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Additional documents in the chain of title are listed on a supplemental sheet.

Copies of assignments or other documents in the chain of title are attached.

[Note: A separate copy (i.e., the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

ASSIGNEE: Yahoo! Inc.

Date: 06/10/04Signature: MJ CallahanTyped Name: Michael J. Callahan
Position/Title: SVP and General Counsel

Note: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required.

Total of 1 forms are submitted.